



**Asha for Education – San Francisco**

# **Sponsorship Program Overview**

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# Sponsorship Program Overview

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# I. Executive Summary

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## A. About Asha for Education – San Francisco

Asha for Education is a secular, non-political, nonprofit organization. Volunteer-based, Asha is a zero-overhead organization that raises funds to support education projects and organizations around India.

Asha San Francisco hosts three major awareness and fundraising events each year – the Team Asha marathon training program, a Film Festival showcasing movies relating to the South Asian community, and Dandiya Raas, a dance celebration for one of the most popular festivals in India.

We are currently looking for sponsors to support our events.

## B. Why Sponsor

Sponsors benefit from highly targeted publicity spanning from March through October / November. Asha San Francisco's publicity efforts focus on those engaged in the South Asian community around the Bay Area.

Additionally, funds raised from our sponsorship program directly support education projects for underserved youth in India.

## C. Sponsorship Packages

We have three main levels of sponsorship, each available in both a three-event bundle and per-event packages. These packages are fully customizable, and Asha San Francisco looks forward to working with you and your organization to ensure that we find a program that meets your unique needs and goals.

Please contact us at [sf.outreach@ashanet.org](mailto:sf.outreach@ashanet.org) for more information.



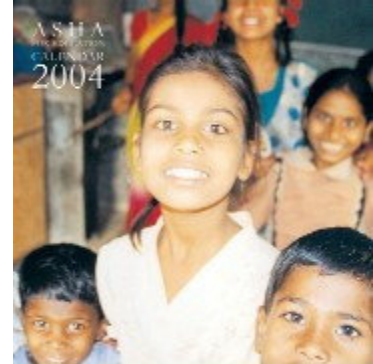
## II. About Asha for Education

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**Asha for Education** is a secular organization dedicated to change in India by focusing on basic education in the belief that education is a critical requisite for socio-economic change.

In keeping with this focus, our volunteers are involved with and support projects that are secular and have an education-related component to them. The objectives of this group are:

1. To provide education to underprivileged children in India.
2. To encourage the formation of various local groups across the world to reach out to larger sections of the population.
3. To support and cooperate with persons and groups already engaged in similar activities.
4. To raise the required human and other resources to achieve the group objectives.
5. To provide opportunities to individuals living outside India who wish to participate in Asha activities in India.
6. To address, whenever possible, other issues affecting human life such as health care, environment, socio-economic aspects and women's issues.



Asha SF is a chapter of Asha for Education based in San Francisco and is comprised of members that are residents of San Francisco and nearby areas. It was started in June 2007. The primary focus of the Asha SF chapter is to fund a number of educational projects in India and maintain a close personal involvement with them. In addition, the chapter is also involved in fundraising and community outreach activities.

To learn more about Asha for Education – San Francisco, please visit our website:

<http://www.ashanet.org/sf/>



# III. Annual Events

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## A. Event Summary

Asha for Education – San Francisco hosts three major events each year from April through October. Each of these events highlights a component of the South Asian community; see detailed descriptions below for more information.

Event	Description	Date(s)
Team Asha	Marathon training program	April-July
Film Festival	Showcasing films relating to India and social issues	August
Dandiya Raas	Dance celebration	October

## B. Team Asha

Since 2000, Team Asha has trained 1200 marathoners, raising \$2.8M and benefitting over 500,000 children in India. The Asha-SF chapter recently joined this movement, with the inaugural group of runners completing the 2009 SF Half Marathon.

The SF Team Asha training program works with runners of all ages and abilities. Expert coaches work with individuals to develop a customized three-month training regimen incorporating a variety of workouts, including short runs, long runs and interval training. Additionally, coaches consult runners on nutrition and injury prevention.

In addition to training with an experienced coach, Team Asha runners benefit from the camaraderie that forms amongst runners, and commit to raising funds (\$1500 for each runner) for Asha SF. Asha SF supports runners' fundraising efforts as necessary.

Visit our 2010 website for more information: <http://sf.team-asha.org>

**Sponsor Opportunity:** Sponsors will be included in all event-related publicity efforts. Sponsors can also be publicized in the Team Asha kick-off and socials. Runners will include sponsor logos in their fundraising outreach communications.

## C. San Francisco Film Festival of India

In its fourth year, the San Francisco Film Festival of India is one of our most popular events. Hosted over a weekend, the festival showcases some of today's most poignant and insightful films of and relating to India. Hosted at the UCSF Mission Bay campus, the San Francisco Film



Festival attracts a diverse group of attendees, all with a common interest in India and the education of youth.

Hosted conveniently to public transportation and with plenty of parking available, the 2010 Film Festival attracted over 700 attendees and increased awareness of both Asha SF and the South Asian community.

Visit our 2010 website for more information:

<http://www.ashanet.org/sf/events/filmfestival/2010/>

**Sponsor Opportunity:** Sponsors will be promoted in all publicity efforts preceding event. Publicity options during the Film Festival include advertising space in the program, space for banner signage, and advertising slides displayed and promotional time before the movie showing.

## D. Dandiya Raas

Although Dandiya Raas is one of the most popular festivals in Western India, there is only one Dandiya Raas festival event in San Francisco – and it is hosted by Asha SF. An ancient, traditional folk dance form of India, Dandiya Raas is performed during Navratri, a nine-day celebration of music and dance to observe the triumph of good over evil.

Attendees of the Asha SF Dandiya Raas start by receiving free instruction on using the dandiyas sticks, decorated bamboo sticks, in the dance. During the course of the evening, attendees dance and enjoy performances by local groups, with the night concluding with a bhangra and Bollywood dance party.

In our third year, the Asha SF Dandiya Raas event is growing in popularity, expanding beyond the previous attendance of 350 people. Hosted at “The Women’s Building” in the heart of the Mission District in San Francisco, Asha SF’s Dandiya Raas is very convenient and accessible, with a large number of at-the-door drop-ins curious to learn about this traditional Indian festival.

While the event typically draws heavily from the Indian community, the event also attracts a broader group of interested attendees. In 2010, 15-20% of all attendees were non-Indian.

Visit our 2010 website for more information: <http://www.ashanet.org/sf/events/dandiya/2010/>

**Sponsor Opportunity:** In addition to pre-event publicity, sponsors can promote their organizations during the event itself. Event promotional opportunities include premium space to display banner signage, flyer and brochure distribution, promotional time for sponsors, and booth space.



## IV. Event Publicity

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Over the years, we have refined our publicity strategy to leverage word-of-mouth, as we have found that to be the most effective form of publicity. Hence, our main publicity channel is the internet and its associated social networks. Marketing efforts are geared toward driving traffic to our website, providing maximum exposure to sponsors.

By leveraging our networks and our partners, we expect to reach over 50,000 people in the Bay Area. Our highly targeted publicity efforts are focused on those of South Asian descent or interested in South Asian culture.

### A. Website

Each of our events has a dedicated website, which serves as the central source for information and ticketing for our events. All of our publicity efforts include a link to our event websites, which will also be linked from the Asha SF homepage. Past event webpages can be found at <http://www.ashanet.org/sf/events.php>.

**Sponsor Opportunity:** Sponsorship logos will be placed in a prominent location on each event website, though the specific location may vary. The display size and order of sponsorship logos will depend on the level of sponsorship. Additionally, each runner participating in Team Asha will have his/her own fundraising page, which will include sponsor logos.

### B. Email Marketing

Emails will be one of our main mechanisms for spreading the word about our events, as we and our partners have developed a list of dedicated supporters located around the Bay Area. Our main email distribution channels are through:

1. Bay Area Asha mailing lists
2. Partner nonprofit distribution lists
3. University of California, San Francisco (UCSF) and the California Institute of Integral Studies (CIIS) distribution lists and newsletters
4. List of past attendees to Asha SF events

Events will be publicized through the four Bay Area Asha chapters (San Francisco, Silicon Valley, Berkeley, Stanford). Through these four chapters of Asha, we expect to reach out to over 10,000 volunteers and supporters.



Asha has also developed partnerships with local, Bay Area nonprofits to promote our events. These nonprofits will reach out to their constituencies to spread the word about Asha San Francisco and our events; we expect to reach at least 10,000 people through this channel.

As a registered campus organization of the University of California, San Francisco (UCSF) and the California Institute of Integral Studies (CIIS), Asha SF has a built-in audience for its events. We will promote our events across these institutions, through email flyers and newsletters. Additionally, a student discount will make our events more affordable and increase engagement from the student population.

Lastly, attendees of past events have already demonstrated interest in Asha San Francisco, its mission, and its events. Asha has maintained a comprehensive list of past attendees, and will promote its events heavily to this list. We expect higher-than-average engagement and participation rates from members of this list.

**Sponsorship Opportunity:** Sponsor logos will be included on all email communications; the size and location will vary based on the level of sponsorship.

### C. Social Media: Facebook, Twitter

Asha SF has ramped up its social media presence over the years, with efforts focused on Facebook and Twitter.

Asha San Francisco has a Facebook group from which dedicated event pages are linked. Events will be promoted on the Asha SF Facebook group, as well as on Facebook groups for sister Asha chapters in the Bay Area. Facebook Events decentralize publicity efforts and make it very easy to spread event news through word of mouth. Through our Facebook forums, we expect to reach over 2,000 people for each event.

Asha SF also has a Twitter account (ID: ashasf), which is linked to the main Asha for Education Twitter following. We expect to reach over 500 people through Twitter.

**Sponsor Opportunity:** There is opportunity for us to promote sponsors through our Facebook pages and Twitter. Our Facebook event pages could include sponsor logos, promotional news, and other updates. We could also link to our sponsor and post sponsor news through our Twitter feed. The opportunity can be tailored to the specific needs of the sponsor.



## D. Other

Additional medium of distribution include online channels such as Yelp, SF Gate, and Sulekha, a local city guide targeting the Indian community.

We are also exploring selling tickets via channels such as Groupon, Bloomspot, Living Social, etc.

Paper flyers publicizing events will be distributed in strategic locations (e.g., Indian grocery stores, yoga studios, independent coffee shops, etc.) across the Bay Area.

Lastly, we will publicize Asha events at other Asha events, as attendees have already demonstrated commitment to and engagement with Asha and our mission.



# V. Sponsorships Program

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## A. Why Sponsor?

Participants in the sponsorship program benefit from the highly targeted publicity efforts of Asha San Francisco. Publicity across our three main events spans from March to November; hence, our packages essentially provide your organization with year-round publicity.

By targeting those interested and involved with the South Asian community in the Bay Area, Asha San Francisco can help your organization extend its brand and grow its customer base in a focused way.

Additionally, funds raised from your organization's participation in the Asha San Francisco sponsorship program will support education projects for underserved youth in India.

## B. Sponsorship Packages

We have a range of sponsorship options to meet your goals and needs. These sponsorship packages are fully customizable; Asha San Francisco will work with your organization to develop a package to meet your needs.

We have packages that span across our three main events (Team Asha, Film Festival, Dandiya), as well as event-specific packages. All sponsors will have their name or logo on all of our publicity material (e.g., website, email flyers); the size and location of the logo will depend on the level of sponsorship.

Please refer to the table below for detailed information about each sponsorship level.



## Sponsorship Options

<b>Sponsorship Level</b>	<b>3-Event Bundle</b>	<b>Single Event</b>	<b>Benefits</b>
Diamond Sponsorship	\$10,000	\$4000	<ul style="list-style-type: none"> <li>• Co-brand and co-host of event(s) with sponsor <i>(Note: Only one Diamond sponsor per event)</i></li> </ul>
Platinum Sponsorship	\$3500	\$1500	Silver Sponsorship plus... <ul style="list-style-type: none"> <li>• 5' x 3' signage at Film Festival and Dandiya event</li> <li>• Two 30-second promotional time at Film Festival</li> <li>• Full page ad in Film Festival Program</li> <li>• One-minute promotional time at Dandiya event</li> <li>• Booth space at Dandiya event</li> <li>• Premier promotion on all Team Asha social events</li> <li>• Premier space for name/logo on all publicity materials</li> </ul>
Gold Sponsorship	\$2500	\$1000	Silver Sponsorship plus... <ul style="list-style-type: none"> <li>• 4' x 3' signage and announcement at Film Festival and Dandiya event</li> <li>• Advertisement slide displayed at Film Festival</li> <li>• Quarter page ad in Film Festival program</li> <li>• 30-second promotional time at Dandiya event</li> <li>• Second tier space for name/logo on all publicity materials</li> </ul>
Silver Sponsorship	\$1200	\$500	<ul style="list-style-type: none"> <li>• Third tier name/logo on all publicity materials</li> <li>• Sponsor flyer / brochure distribution at all events</li> <li>• 2 admission tickets to Film Festival</li> <li>• 2 admission tickets to Dandiya event</li> </ul>



# VI. Sponsorship Selection

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Thank you for your support of Asha for Education, San Francisco and our efforts to improve the educational opportunities for underprivileged children in India!

Please use the form below to sign up for one of our sponsorship packages:

<i>Sponsorship Level</i>	<i>Type</i>	<i>Qty</i>	<i>Amt (Each)</i>	<i>If single event, list event(s):</i>
<b>Diamond Sponsorship</b>	3-event bundle		\$10,000	
	Single event		\$4,000	
<b>Platinum Sponsorship</b>	3-event bundle		\$3,500	
	Single event		\$1,500	
<b>Gold Sponsorship</b>	3-event bundle		\$2,500	
	Single event		\$1,000	
<b>Silver Sponsorship</b>	3-event bundle		\$1,200	
	Single event		\$500	

We will also work with you to customize and build a sponsorship package to meet your needs. Please contact us at [sf.outreach@ashanet.org](mailto:sf.outreach@ashanet.org).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

